

CURRICULUM VITAE

1.1	Personal Profile
1.1.1	Personal Details
	Name: Videlis Njeri Njuguna
	Department: Business Administration
	Area of Specialization: Strategic Management
	Research Interests
	Strategy formulation and implementation
	Leadership and Firm's performance
	Knowledge Management
	Organizational Development
	Employability, Innovation and Creativity
	Google scholar: https://scholar.google.com/citations?user=t8vSt6gAAAAJ&hl=en&authuser=1
	ORCID ID: https://orcid.org/0000-0001-8974-9269
	Research Gate: https://www.researchgate.net/profile/Videlis-Njuguna/unconfirmed
1.1.2	Academic & Professional Qualifications
	2014 – 2019: PhD in Business Administration (Strategic Management). Jomo Kenyatta University of Agriculture and Technology
	2009 -2013: MBA (Strategic Management). Laikipia University
	2013: Certified Public Accountant (CPA-K)
	1997-2001: Bachelor of Education (Arts). Egerton University
1.1.3	Employment History
	December 2015 to date: Lecturer at Kenyatta University
	2010 – 2020: Part-time lecturer at Laikipia university
	2010 – 2015: Parttime Lecturer at Kenya Institute of Management
	2008 – 2015: Teacher at Ndururumo High School
	2006 - 2007: Education Officer at AMURT International, South Sudan
	2002 – 2005: Sales person at Kenya Duty free, JKIA
1.1.4	Achievements in Kenyatta University
	Successful supervision to graduation level 14 Masters students
	Writing 4 modules in Business Administration for DSVOL programme
	Publication of 22 papers in peer reviewed journals
1.2	Publications
1.2.1	Referred Journals
	1. Boru, T. Y. & Njuguna, V. N. (2025). Strategy implementation practices and service delivery in selected health facilities in Marsabit County in Kenya. <i>International Academic Journal of Human Resource and Business Administration</i>

	(IAJHRBA), 5(2), 1-15. https://iajournals.org/articles/iajhrba_v5_i2_1_15.pdf
	2. Wanderi, L. W., & Njuguna, V. N. (2025). Individualized consideration's effect on improvement of performance at the Nyandarua County Assembly in Kenya. <i>Reviewed Journal International of Business Management</i> , 6(1), 65–74. https://doi.org/10.61426/business.v6i1.290
	3. Adaji, A. M., & Njuguna N. (2024). Cost Leadership Strategy and Performance of Pharmaceutical Firms in Nairobi County – Kenya. <i>IJARKE Business & Management Journal</i> . 6(4), 96-102. DOI:10.32898/ibmj.01/6.4article13
	4. Maina A. K., & Njuguna N. (2024). Fraud Management Strategies and Performance of Medical Insurance Providers in Nairobi City County – Kenya. <i>IJARKE Business & Management Journal</i> . 6(2), 76-83. DOI: 10.32898/ibmj.01/6.2article12
	5. Otera, P. M., & Njuguna, N. (2024). Generic Strategies and Performance of Selected Fashion Companies in Nairobi City County, Kenya. <i>Journal of Strategic Management</i> , 4(1), 1–15. https://doi.org/10.70619/vol4iss1pp1-15
	6. Ondiek, C., & Njuguna, V. N. (2024). Strategic Intent and Performance of Airtel Kenya Limited in Nairobi City County, Kenya. (2024). <i>International Journal of Business Management, Entrepreneurship and Innovation</i> , 6(3), 52-64. http://dx.doi.org/10.35942/dg59ms03
	7. Katsenga, I. D. & Njuguna, V. N. (2024). Strategy implementation practices and Performance of State Corporations: Case of National Health Insurance Fund, Nairobi City County, Kenya. <i>International Journal of Business Management, Entrepreneurship and Innovation</i> , 6(3), 93-105. http://dx.doi.org/10.35942/6afq3q76
	8. Wanjiku, E. M., & Njuguna, V. N. (2024). Strategic Planning and Service Delivery at Kenya Power Headquarters in Kenya. <i>Journal of Business and Strategic Management</i> , 9(6), 1–13. http://dx.doi.org/10.47941/jbsm.2290
	9. Mule, C. M., & Njuguna, N. (2024). Resource Allocation Change Management Practice and Performance of Kenya Revenue Authority in Nairobi City County, Kenya. <i>Journal of Business and Strategic Management</i> , 9(4), 1–19. http://dx.doi.org/10.47941/jbsm.2014
	10. Ntoiti, P. N., & Njuguna, V. N. (2024). Dynamic Capabilities and Competitive Advantage of Deposit Taking Savings and Credit Cooperative Societies in Nairobi City County, Kenya. <i>International Journal of Social Science and Humanities Research (IJSSHR)</i> ISSN 2959-7056 (o); 2959-7048 (p), 2(2), 21–39. http://dx.doi.org/10.61108/ijsshr.v2i2.95
	11. Mwangi, N., & Njuguna, N. (2023). Strategy Implementation Drivers and Performance of Kenya Airport Authority: A Case of Moi International Airport Mombasa County, Kenya. <i>International Journal of Business Management, Entrepreneurship and Innovation</i> , 5(2), 182-200. http://dx.doi.org/10.35942/jbmed.v5i2.343
	12. Ochieng L. A., & Njuguna N. (2022). Change Management Strategies and Service Delivery in the Judiciary: A Case of Milimani High Court in Nairobi County, Kenya. <i>Journal of Business and Management</i> . 24(11), 47-54. DOI: 10.9790/487X-2411014754

	13. Gichobi, E. B, & Njuguna, N. (2022). Balanced Scorecard and Competitiveness of Microfinance Institutions in Kenya. <i>International Journal of Management and Commerce Innovations</i> , 10(1), 111-123. https://zenodo.org/record/6542070
	14. Okwemba, J. A., & Njuguna, N. (2021). Effect of Strategy Formulation on Performance of Chemelil Sugar Company in Kisumu County, Kenya. <i>African Journal of Emerging Issues</i> , 3(11), 29-42. https://ajoeijournal.org/sys/index.php/ajoei/article/view/246
	15. Okwemba, J., A., & Njuguna, N. (2021). Effect of Environmental Scanning on Performance of Chemelil Sugar Company in Kisumu County, Kenya. <i>Journal of Strategic Management</i> , 5(4), 57-69. http://dx.doi.org/10.53819/81018102t5037
	16. Okwemba, J., A., & Njuguna, N. (2021). Effect of Strategy Implementation on Performance of Chemelil Sugar Company in Kisumu County, Kenya. <i>Journal of Strategic Management</i> , 5(4), 70-82. http://dx.doi.org/10.53819/81018102t5038
	17. Okwemba, J. A., & Njuguna, N. (2021). Effect of Strategy Evaluation on Performance of Chemelil Sugar Company in Kisumu County, Kenya. <i>African Journal of Emerging Issues</i> , 3(2), 1-15. https://ajoeijournals.org
	18. Njuguna V. N. (2018). Influence of Geographical Diversification Strategy on Performance of Non-Financial Firms Listed at the Nairobi Securities Exchange in Kenya. <i>International Journal of Education and Research</i> , 6(6), 157-168.
	19. Njuguna, V. N. , Kwasira, J., Orwa, G. (2018). Influence of product Diversification Strategy on Performance of Non-Financial Firms Listed at the Nairobi Securities Exchange in Kenya. <i>International Journal of Economics, Commerce and Management</i> , VI (6), 60-83.
	20. Njuguna, V. N. , Kwasira, J. Orwa, G. (2018). Influence of Vertical Integration Strategy on Performance of Non-Financial Firms Listed at The Nairobi Securities Exchange, Kenya. <i>International Journal of Strategic Management</i> . Vol. 7 Issue (5) pp 169 – 195.
	21. Njuguna, V. N. , Effects of Generic Strategies on Competitive Advantage: Evidence From SME's in Nyahururu, Kenya (July 7, 2015). Available at SSRN: http://dx.doi.org/10.2139/ssrn.2627795
	22. Njuguna V. N. , Ochieng I., & Odida A. (2015). The Contribution of Differentiation Strategy Adopted by SMEs to Their Competitive Advantage: A Case Study of Small and Medium Sized Enterprises in Nyahururu, Kenya. <i>European Journal of Business and Management</i> , Vol. 7,125-130.
1.2.2	Referred Learning Modules
	1. Njuguna V. N. (2020). Management and Organization Theory (BBA 055), <i>Kenyatta University Press, Nairobi, Kenya</i>
	2. Njuguna V. N. (2020). Principles of Management (BBA 102), <i>Kenyatta University Press, Nairobi, Kenya</i>
	3. Njuguna V. N. (2020). Organization Behaviour (BBA 200), <i>Kenyatta University Press, Nairobi, Kenya</i>

	4. Njuguna V. N. (2020). Organization Theory (BBA 300), <i>Kenyatta University Press, Nairobi, Kenya</i>
1.2.3	Reviewed Conference Paper
	1. Njuguna V. N., Ochieng I. E. & Onyuma S. O. (2014) Effects of Generic Strategies on Competitive Advantage: Evidence from SMES in Nyahururu, Kenya. Laikipia University 2 nd International Conference African Universities: Crises, Transformation and Opportunities, Nyahururu, Kenya.
1.3.1	Supervision of postgraduate students
1.3.1.1	Ongoing supervision PhD
	1. D86/CTY/28203/2018 Vincent Alwaka Matsalia: Knowledge Absorptive Capacity and Service Delivery of Water Service Providers Under Athi Water Works Development Agency in Kenya.
	2. D86/KER/38315/2016 DORCAS MUGURE MWANGI: Strategic Networking and Performance of Kenya Tea Development Agency-Managed Tea Factories in Kenya.
1.3.1.2	Ongoing supervision Masters (MBA)
	1. D53/OL/CTY/27119/2015 Diana Ntatai Parmeres: Strategic Leadership Practices and Performance of Selected Non-Governmental Organizations in Kajiado County, Kenya.
	2. D53/CTY/PT/20685/2023 Martin Mwanzia Nzioka: Strategic Risk Management Practices and Performance of the Kenya Commercial Banks in Nairobi City County.
	3. D53/OL/MSA/24974/2024 Oyugi Nyabola Kennedy: Strategic Leadership Practices and Performance of Wildlife Conservancies in Taita Taveta County, Kenya.
	4. D53/PT/MSA/24981/2011 Stephen Ochanda Abeka: Strategic Partnership and Competitive Advantage of Global Firms Providing Communication Platform as a Service in Kenya.
1.4	Community Engagement and Other Contributions
	1. Board of Management 2026 to date Dagoretti High School
	2. Parents Association Chairperson 2022-2025 Dagoretti High School